value travel. In short, we are witnessing a classic case of demand far in excess of what healthcare providers can deliver, both qualitatively and quantitatively. Some of the more prescient and

tury. Besides the growing population, these include a rise in income levels across all strata of society, the commensurate increase in lifestyle diseases, deeper penetration & growing

tined to grow exponentially in the coming years with large and diverse players having entered the fray and enticing consumers with an ever growing array of schemes. There is still a lot

Health processes in advanced countries are well standardized both in the terms of the clinical protocols and actual delivery. This, apart from producing superior outcomes and

# Gurgaon : The next destination for medical tourism

The BPO revolution is in full swing. Gurgaon has become the first choice for most of the BPO companies all over the world. The skyline of Gurgaon is dotted with the names of Genpact, Amex, WNS, Convergys, Dell, GlobalVantedge. The list goes on. Today Gurgaon has been firmly placed on the world map by these companies.

The second revolution is on its way. Gurgaon is fast becoming the destination for all the big names in Medical industry. After the successful foray of Paras Hospitals ( Gurgaon's first multi super specialty hospital), other big names are following. Apollo Tyres promoted `Artemis', Max Healthcare, Dr. Trehan promoted Medicity would soon put Gurgaon as the premier Healthcare destination of the world.

India is considered to be the leading country promoting medical tourism. Government and private sector studies in India estimate that medical tourism could bring between US $1-2 billion into the country by 2012. The reports estimate that medical tourism to India would grow by 30 per cent a year in the next few years.

Some of the world's top doctors are choosing Gurgaon based hospitals as their place of work. First amongst these was Prof (Dr.) V.S.Mehta, renowned neurosurgeon who left AIIMS as Chief of Neurosciences to join as Director & Chief - Paras Institute of Neurosciences, Paras Hospitals, Gurgaon. Dr. Mehta, who is currently the President of Indian Neurological Society and also the current President of South Asian Neurosurgeons Association is of the opinion that the manner in which patients from other countries are flocking to Gurgaon would soon result in Gurgaon becoming the hub of medical facilities in the country. Soon other big doctors in the medical fraternity would be moving to Gurgaon. Proximity to International Airport, World class recreational facilities, excellent hotels, developed infrastructure and supportive government is making Gurgaon an ideal location for development of medical facilities.

"The promoters were unwilling to invest in the latest technologies because of low return on investments. The scenario is fast changing with health insurance coming in vogue and international patients preferring Indian Hospitals with best doctors and latest facilities. This would help us in providing high tech medical treatment to Indian patients at affordable cost," said Dr. Dharminder Nagar, Managing Director - Paras Hospitals.

Dr. V.S.Mehta, who has recently been given guest membership of Japanese Neurosurgeons Society says that "The patients from Middle East, South Asia, China, Japan, Korea have already started coming to us for Neurosurgical procedures. For some of these patients, more important than the cheaper cost is the fact that they find the care at Indian hospitals very personalized. There is also greater faith in the Indian doctors. These doctors now have the latest technology at their disposal. This would soon attract patients from all over the world".

"The state government would provide all necessary support required for the development of world class hospitals at Gurgaon, said Sh. Rakesh Gupta, Deputy Commissioner, Gurgaon."